

## Message Text

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PAGE 01 JIDDA 01964 191853Z

17

ACTION NEA-09

INFO OCT-01 ISO-00 EB-07 L-02 /019 W

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R 191300Z MAR 75

FM AMEMBASSY JIDDA

TO AMEMBASSY KUWAIT

INFO SECSTATE WASHDC 0634

USDOC WASHDC

UNCLAS JIDDA 1964

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: NEW SAUDI ARABIAN FOOD LAW

REF: A. JIDDA 5335 14 SEPT 1974

1. CONSULTATION WITH SAUDI ARABIAN STANDARDS ORGANIZATION (SASO) REVEALS THAT SEPARATE LABELS IN ARABIC LANGUAGE WILL BE ACCEPTABLE TO MINISTRY OF COMMERCE. OFFICIAL AT SASO STATED THAT LAW WILL BE ENFORCED AND THAT ARTICLE 4/8 OF LAW ON PREPACKAGED FOODS READS: "THE ARABIC LANGUAGE MUST BE ONE OF THE LANGUAGES FOR THE DECLARATION ON ANY LABEL OR IN ANY LABELLING OF THE FOODS FOR THE FOLLOWING ITEMS. . . "; 4/8/1, THE NAME OF THE PREPACKAGED FOOD (ACCOMPANIED WITH THE INFORMATION WHETHER IT IS ARTIFICIAL); 4/8/2, NET CONTENTS; 4/8/3, LIST OF INGREDIENTS.

2. THE SAUDI ARABIAN STANDARDS ORGANIZATION'S BOARD OF DIRECTORS HAS APPROVED A MANDATORY SAUDI STANDARD FOR LABELLING OF PREPACKAGED FOODS WHICH IS TO BE ENFORCED AS OF THE DAY FOLLOWING THE ELAPSE OF SIX MONTHS FROM DATE OF PUBLICATION IN THE OFFICIAL GAZETTE. EXCEPTION TO THIS IS SECTION 4 /8 PERTAINING TO USE OF THE ARABIC LANGUAGE WHICH IS TO BE ENFORCED TWO YEARS FROM DATE OF PUBLICATION. THIS LAW IS SCHEDULED TO GO INTO FORCE ON 22 JANUARY 1976.

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3. IN VIEW OF PRECISENESS AND SIMPLICITY OF SAUDI  
LABELLING REQUIREMENTS, EMBASSY FEELS THAT RE-  
LABELLING LOCALLY WILL BE SUFFICIENT TO SATISFY SAG.

4. NOTE THAT THIS ISSUE FOR SAG IS NOT SIMPLY ONE  
OF LINGUISTIC CHAUVANISM BUT REFLECTS CONCERN ABOUT  
CASES OF GROSS MISREPRESENTATION OF CONTENTS WHICH  
HAVE BEEN PERPETRATED ON SAUDI PUBLIC. CAREFUL  
READING OF DECREE CLEARLY REVEALS THAT PRIME INTENT  
IS TO INSURE THAT SAUDI PUBLIC KNOWS WHAT IT IS BUYING.

5. COPY OF LAW PERTAINING TO PREPACKAGED FOODS  
BEING POUCHED TO DEPT.  
AKINS

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## Message Attributes

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**Concepts:** n/a  
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